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Point of Sales / Transactional Data (PoST) Pilot Program

February 4, 2011

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Agenda

➢ What are Point of Sale and Transactional Data

➢ Why these programs matter to federal customers

➢ How GSA will involve industry

➢ What you can do now

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PoST Pilot Program

➤ Two initiatives highly beneficial to GSA's Customers are included in the PosT Pilot:

- Participating Schedule Vendors will provide customers with Level-3 (transactional data) on all orders placed with the GSA SmartPay Card

- Participating Schedule Vendors will provide GSA SmartPay card holders with a point of sale discount equal or better than their schedule price on all purchases through all ordering channels

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The case for Point of Sale

➢ Office Supplies are a good case study for applicability of Point of Sales

➢ Government spent 1.6 Billion in Office Supplies in FY'09

- 50% of total sales were for retail purchases

- Customers paid a price premium between 80% - 100% above schedules prices

- Customers could have saved over $650 Million by receiving schedule pricing for this product group alone

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Point of Sales Explained

- ➢ Contractor shall recognize the GSA SmartPay card and automatically charge a price no higher than the Schedule price

- ➢ The point-of-sale discount shall apply to all purchases for items on schedule, except when the ordering agency specifies that it is using another acquisition vehicle.

- ➢ Schedule pricing shall be honored through all purchase channels including Retail Storefront, Phone, or Vendor Website

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The Case for Level-3

➢ GAO Report in June 2010 recommends GSA collect transactional data on MAS orders and prices paid

➢ Customers have wanted Level-3 data from the MAS program for years

➢ By including Level-3 in the PoST pilot customers get the benefit of transactional data which they can use to analyze and more accurately track their spending

Level-3 Explained

➢ Level-3 Data: Full line-item detail in addition to the data in Level-1 and Level-2 includes unit cost, quantities, unit of measure, product codes, product descriptions, ship to/from zip cods, freight amount, duty amount, order date, discount amount, order number, and other data elements as defined by the Associations or similar entity.

➢ GSA SmartPay Program is developing a data warehouse which will receive feeds from Merchant Banks for all participants

Data Type	Level-3
Merchant Name	✓
Transaction Amount (Total)	✓
Date	✓
Tax Amount	✓
Customer Code (30 Char)	✓
Merchant Postal Code	✓
Tax Identification	✓
Merchant Minority Code	✓
Merchant State Code	✓
Ship from Postal Code	✓
Destination Postal Code	✓
Invoice Number	✓
Order Number	✓
Item Product Code	✓
Item Commodity Code	✓
Item Description	✓
Item Quantity	✓
Item Unit of Measure	✓
Item Extended Amount	✓
Freight Amount	✓
Duty Amount	✓

Vendor Incentives to Participate in Level-3

➢ By providing Level-3 data, a supplier may reduce their credit card processing fees - often by 40% or even more.

➢ Many federal customers are negotiating provision of Level-3 data into new contract vehicles – providing Level-3 data makes their MAS contract more competitive.

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Current Pilot Schedules/SINs Identified

➢ Pilot Schedules Identified based on

- Majority Product Schedules in which vendors may have a retail / web / phone sales presence for federal customers

- Current Schedules are:

  Schedule 67 SINs 19 100 & 20 316

  Schedule 51 V SINs 10501 & 10502

  Schedule 58 I

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Rollout Plan

➢ On Go Live Date (*Target February 2011*):

- Point of Sales and Transactional Data will be mandatory for all new offers on selected SINs / Schedules

- GSA will evaluate incorporation of existing vendors into the pilot based on feedback received from new vendors and various industry groups.

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Working Group Members

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